

Pitch Deck

A good pitch deck tells the story of your brand. You'll use it when speaking to a wide range of audiences (prospective buyers, potential investors, future business partners) to share the value of your product, and what it provides customers.

Four W's

To address the most common questions of anyone viewing your pitch deck, its core structure should focus on the Four W's: who, what, why and where.

WHO

- Tell the audience who you are.
- Talk about your professional background and what makes you qualified in this space.
- Show your passion – a presentation is most interesting when the storyteller injects authenticity and passion for their product or solution.

WHY

- Research your audience or their organization to tailor your presentation to their needs.
- Convey why your solution matters to your audience and explain what's in it for them.
- This can include how you can expand their sales, offer a unique solution or how you can align with their strategic priorities.

WHAT

- Show what your product or solution is and what makes it unique.
- Orient the listener to the value size of the industry and if it is growing or shrinking.
- Show who the major players in the space are and where you're positioned in relation to them.
- This is your most important message – use photos of your product or solution to really show it off.

WHERE

- Share where are you doing business today, the markets where you conduct your business and the customers you are selling to.
- Include a sell sheet with your product assortment, the price and unit cost for each item.
- Be prepared to identify the top items in your assortment that would be of the greatest interest to your audience.

Engaging the Audience

A great pitch deck is credible, interesting and action-oriented.

- Make your presentation credible by using statements grounded in data (e.g., sales revenue, growth rates, industry volume).
- Make your presentation interesting by balancing your words, images and charts; less is more.
- Make your presentation action-oriented with an outline of the next steps for you and the needs of the audience, like retail distribution or investment.

In all, your pitch deck should be 3-5 slides long and you should be able to tell your story in about 10 minutes to leave room for questions.

Seeking Investment

A good pitch deck for a buyer can be repurposed for seeking funding from prospective investors. Help get investors excited and feel confident their money will be put to good use by including the following information.

- Information on your business' traction (e.g., number of customers, positive press coverage).
- Plans to increase awareness and sales (e.g., marketing plans, social media presence).
- Appropriate business financials (e.g., sales/expenses, other funding sources, plans for funding).

